

NOMINATION FOR AWARD

AWARD PA Director's Award for Special Achievement (Single Event)		CATEGORY (If Applicable) Unit	AWARD PERIOD 1 Jan - 31 Dec 02
RANK/NAME OF NOMINEE (First, Middle Initial, Last) Combined: Hill AFB, AFRL, HQ AFMC		SSN (Enter Last 4 Only)	MAJCOM, FOA, OR DRU AFMC
DAFSC/DUTY TITLE N/A		NOMINEE'S TELEPHONE (DSN & Commercial) DSN 787-6308, Comm 937-257-6308	
UNIT/OFFICE SYMBOL/STREET ADDRESS/BASE/STATE/ZIP CODE HQ AFMC Public Affairs, AFMC/PA, 4375 Childlaw Rd, Rm N152, Wright-Patterson AFB, OH 4543-5006			
RANK/NAME OF UNIT COMMANDER (First, Middle Initial, Last)/COMMANDER'S TELEPHONE (DSN & Commercial) Colonel Donna L. Pastor, DSN 787-6306, Comm 937-257-6306, donna.pastor@wpafb.af.mil			
SPECIFIC ACCOMPLISHMENTS (Use single-spaced, bullet format)			
<p>Overall Effectiveness of Program:</p> <ul style="list-style-type: none"> -Command and field PA staff teamed up to showcase AF technologies, support + military/civilian recruiting initiatives at world's greatest show of 2002--the Winter Olympic Games in Salt Lake City! --HQ, AF Research Lab, Ogden Air Logistics Center pooled resources and years of PA experience -PA strategy included multi-faceted plan due to incredibly large venue and huge expected attendance --Inform public of Hill AFB's (Ogden ALC) 3-year Olympic support for safety, security and service --Ensure coverage of AF involvement/activities by internal, local, national and international sources --Showcase AF research and development by demonstrating whole body scanner at Olympic venues; highlight AF cutting-edge technology in front of a globally diverse, audience and world media --Partner AFMC and AF Recruiting Service to raise awareness for civilian and military recruitment -Hosted more than 100 journalists from over 25 media outlets; reached global audience of over 540M! --Message delivered to over 35 countries: Japan, Canada, Russia, Europe, and many in Middle East -National coverage: CNN, NBC Today Show and Nightly News, Wall Street Journal, AP, Reuters, USA Today, LA Times, Sports Illustrated, Air Force Times, and more than 20 local media outlets -Internal Coverage: AF News (print, TV, radio), Airman, Air Force Magazine, online, and more... -AFRL scientists showcased WB-4 whole body scanner--reaching an estimated 12-15K per day. Wow! --Performed 800 "souvenir" scans, briefed small groups--at peak times, visitors waited an hour to see! -AF recruiters and AFRL people reached same audience; promo items highly coveted by Olympic fans <p>Research and Planning:</p> <ul style="list-style-type: none"> -Ogden ALC authored extensive plan for all PA activities; annex to base plan for security and support --Local AFMC host PAs supported 100% of joint PA activities--with Joint Task Force-Olympics, base tenant units, US Secret Service, US Customs Agency, FBI, DEA, state and local law enforcement -AFMC authored PA plan for AFRL scanner exhibit and support; Ogden PA championed it to JTFO -AFMC team provided on-site media training for 85: commanders, chiefs, security police, JAG, etc. --Resulted in media-ready AF ambassadors armed with right security, support and AF messages! -Bombs on target! 700 creative, informative press kits put directly in the hands of media at Olympics -PA team's "long-distance" coordination with countless agencies before, during after event resulted in thorough, effective communication and ensured complex plans executed flawlessly. Unprecedented! <p>Program Execution and Evaluation:</p> <ul style="list-style-type: none"> -Great coverage from international media! Six mass media events, 8 media flights in patrolling F-16s -PAs produced, distributed 30 copies of B-roll showing Hill aircraft, mission support, security people -Conducted/escorted 4 media flights highlighting US Customs & ASOC Olympic support and coverage -More Science & Engineering awareness! Placed AF/Hill community relations exhibit at Dinotek 2002 S&E Expo; told DoD and AF stories to more than 25,000 visitors per day during Olympic activities -Hill PA team handled more than 400 media queries during event; kept messages flowing for 17 days! -3 PAs and 6 from AFRL Human Effectiveness Directorate worked 10-hour days at downtown site during Olympics; awesome interface and education on AFRL's mission and cutting edge technology -Recruiting messages delivered to targets; AF recruiters grabbed chance to man scanner exhibit as well --Both military and civilian Air Force jobs/technology story presented to huge slice of target market -Community outreach was over the top! Many media successes; valuable lessons learned for next time <p>Innovativeness of Program:</p> <ul style="list-style-type: none"> -By far the most agencies coordinating/participating in single event all year, big win for the AF team! -Brilliant use of combat air patrol aircraft delivering seat-of-the-pants AF experience to media --Credit to ALC/PA for brokering deal with fighter units, making it happen during whirlwind event! -Can-do media experts trained AF people who smacked home runs for AF with U.S., worldwide media -Delivered all the right messages to a global audience during most patriotic of times: Priceless results -If the world is a stage, AFMC's PA pros wrote, directed and produced a box office hit for the AF! 			